



Head of Marketing | US

Your role

As Head of US Marketing, you will play a central role in a rapidly growing commercial team, reporting directly to Sight's Global Head of Marketing.

The role offers the opportunity to leverage both your top-down marketing expertise, and your best growth hacking approaches, while showcasing your understanding of the healthcare space. Specifically, you will:

- Drive growth in the US by leading communications with all stakeholders, including Sight's partners, customers, employees, and the general public
- Co-develop and execute our brand strategy, utilizing a variety of channels to drive inbound demand for OLO, and lead the continuous testing of additional growth strategies to maintain constant strong pull from the market
- Collaborate closely with the Sales team at Sight US, and support all customer development activities, such as business proposals and RFP responses, and empower field sales and product specialists with world class customer education and training materials
- Learn quickly from early customer experiences, and iterate on OLOs value propositions, as well as the way they are distributed to the market
- Engage key opinion leaders in writing white papers about OLO's value to the patient and the provider, and find venues to showcase this exceptional work, including but not limited to industry conferences and round tables
- Work closely with our R&D, regulatory, and legal teams, to ensure marketing materials are both compelling and compliant with US regulatory requirements

Your skills, experience, and potential

To succeed in this role, you possess most, if not all, of the following:

- An exceptionally strong intellect and innate curiosity, excited by the challenge of driving disruptive growth with equally minded colleagues
- A highly creative approach to marketing and general communications that will propel Sight's story to an excited audience
- Outstanding marketing experience, across a broad range of segments: including thought leadership, B2B/B2B2C marketing, lead generation, events and PR

- Initial product launch experience is a plus, ideally across both B2B and B2B2C marketing, and for medical device, biotechnology, or life science products
- Experience of having deployed resources across the full spectrum of marketing activities, ideally managing external agencies
- Previous experience of having worked closely with commercial and technical teams, generating leads and sales opportunities through the building and execution of effective marketing strategies
- Experience of having managed marketing budgets or departmental P&L

About Sight Diagnostics

The faster we diagnose, the faster we can treat. At Sight Diagnostics, we aim to improve health through faster and pain-free diagnostic testing.

Sight's latest analyzer, OLO, performs a Complete Blood Count, the most commonly ordered blood test, in minutes, not hours. It's compact: designed to be used by anyone, anywhere. The OLO analyzer is FDA 510(k) pending, not available for sale in the United States.

Sight's method, developed over a decade of research, represents a step-change in diagnostic technology. Our analyzers create a digital version of your blood, by capturing 1,000 highly detailed images of a finger prick sample, which is then interpreted by our proprietary algorithms. Sight's first product was focused on detecting Malaria, used in 24 countries, and has delivered almost 1 million tests to date.

At Sight, exceptional individuals work together to achieve extraordinary things. We have rapidly growing offices in London, New York, and Tel Aviv.

Learn more at sightdx.com.

Apply now

Email us at usa.careers@sightdx.com

Our policy

Sight is an equal opportunity employer. We don't discriminate on the basis of age, gender, race, religion or belief, sexual orientation, or disability.